

REMARKS/ARGUMENTS

Favorable reconsideration of this application, in light of the following discussion is respectfully requested.

Claim 5 is now pending in this application. In the outstanding Office Action, Claim 5 was rejected under 35 U.S.C. § 103(a) as obvious over Moriguchi, U.S. Patent No. 4,509,823, in view of Ookawa, U.S. Patent Publication 2004/0075897. Applicant respectfully traverses this rejection, as the Office has failed to state a prima facie case of obviousness.

Claim 5 is directed to a method for manufacturing a lenticular lens sheet. The method includes making a lenticular lens substrate that includes convex external light-absorbing sections that are formed by roll printing. The roll printing is performed by rotating a printing roll in a forward direction, with the feeding direction of the lenticular lens substrate being printed on being parallel to the lenticular lens longitudinal direction on the lenticular lens substrate.

In order to render the present claim obvious, the cited references must teach or suggest all of the claimed elements. As noted in the outstanding Office Action, Moriguchi does not teach that the roll printing is performed by rotating a printing roll in a forward direction, with the feeding direction of the lenticular lens substrate being printed on being parallel to the lenticular lens longitudinal direction on the lenticular lens substrate. Ookawa cannot correct this deficiency of Moriguchi because Ookawa likewise fails to teach or suggest such an arrangement.

Ookawa does not teach or suggest roll printing. As discussed in the present specification, roll printing involves the application of an unhardened material to the outer face of a printing roller, followed by transfer of the unhardened material to the lens sheet when the printing roller turns. See Specification, page 10, lines 1-21. Instead of using such a

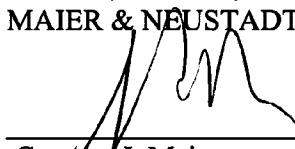
process, Ookawa teaches using rollers to which a mold transferring pattern has been affixed to transfer the pattern of the mold onto the lens sheet. *See* Ookawa, paragraphs 0058-0061, Figs. 7-10. In short, Ookawa discloses a roll forming technique, not a roll printing technique.

Failing to teach or suggest all of the elements of the claimed invention, Moriguchi and Ookawa cannot render claim 5 of the present application obvious. Accordingly, Applicant respectfully requests withdrawal of this rejection and allowance of the claim.

Consequently, in view of the foregoing discussion, it is respectfully submitted that the application is in condition for allowance. An early and favorable action is therefore requested.

Respectfully submitted,

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